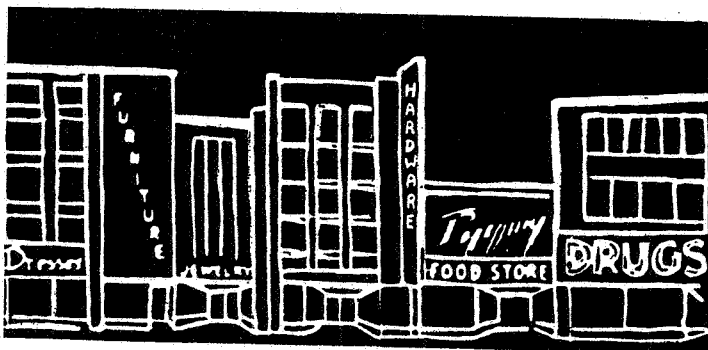


U. S. DEPARTMENT OF COMMERCE
Sinclair Weeks, Secretary

BUREAU OF THE CENSUS
Robert W. Burgess, Director



annual retail trade report 1957



**Sales by Region
Accounts Receivable
Merchandise Inventories**

BUREAU OF THE CENSUS

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ACKNOWLEDGMENTS

The 1957 Annual Retail Trade Report was prepared in the Business Division under the supervision of Max Shor, Chief, Current Surveys Branch, by Paul Shapiro, Chief, Current Retail Surveys Section, and Sheldon A. Rubin.

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SUGGESTED IDENTIFICATION

U. S. Bureau of the Census. Annual Retail Trade Report: 1957.
Washington, D. C., June 1958.

For sale by the Superintendent of Documents, U. S. Government Printing Office, Washington 25, D. C.
Price 10 cents.

Annual Sales by Census Regions

Total 1957 annual retail sales set a record of \$200 billion. The North Central region accounted for \$60 billion, 30 percent of the total. The Northeast and South regions followed with \$53 billion (27%) and \$52 billion (26%), respectively, the balance of \$35 billion (17%) attributable to sales in the West.

Among the major kind-of-business groups, the proportion of retail sales in the North Central region exceeded the other Census regions in all major groups except apparel and eating and drinking places. The Northeast region reported 35 percent of the apparel group sales, compared to 26 percent for the North Central. The Northeast also accounted for 33 percent of sales in eating and drinking places, in relation to 30 percent in the North Central.

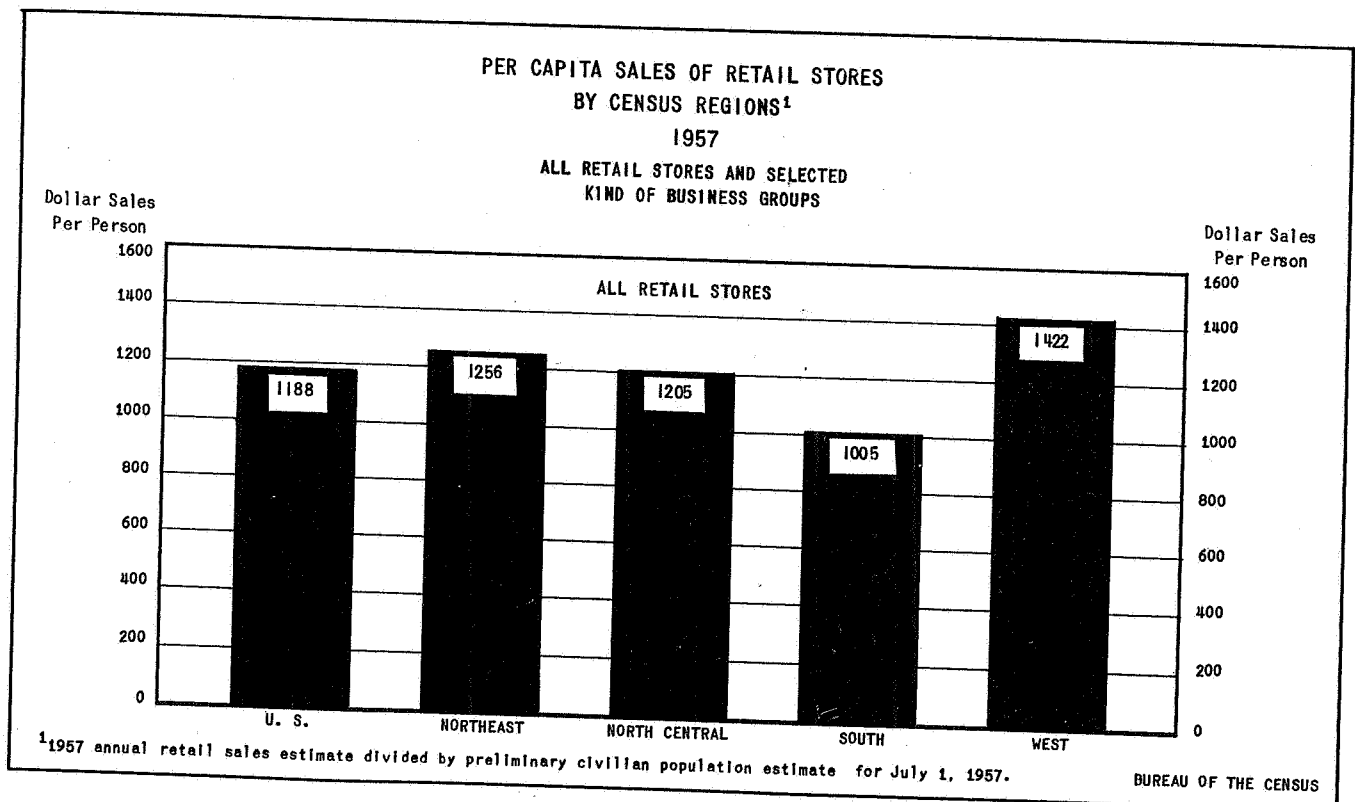
The percent of total United States retail sales in 1957 reported by the Northeast region ranged from 18 percent of gasoline service station sales to 35 percent of apparel group sales. For the North Central region sales ranged from 26 percent for the apparel group to 35 percent for gasoline service stations. Sales in the South varied from 19 percent (eating and drinking places) to 29 percent (automotive group). The distribution in the West ranged from 13 percent of apparel group sales to 19 percent of gasoline service station sales.

Annual sales of Group II retail stores (stores of organizations operating 11 or more retail stores in

1954) for 1957 reached \$41.9 billion, reflecting moderate year-to-year increases in the four Census regions. The Northeast and North Central regions each had a gain of 5 percent in sales, whereas the South and West regions each showed a 6 percent increase. The Group II stores proportion of total retail sales, 21 percent, remained virtually the same for 1957 as for 1956. Among the Census regions, it is interesting to note that, in the Northeast region, Group II stores accounted for 45 percent of total retail sales in the food group, whereas in the West region this proportion was only 29 percent. On the other hand, in the West region Group II stores accounted for 28 percent of all retail store sales in the apparel group, compared to 21 percent in the Northeast region.

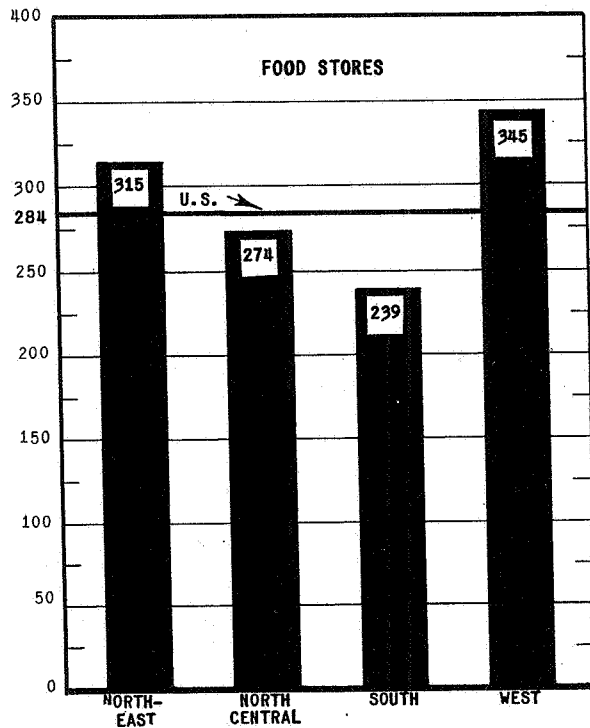
These and other related regional sales data are contained in the tables on page 5 of this report.

Per capita sales of retail stores in the United States indicate that an average of \$1,188 was spent in retail stores during 1957 for each person in the civilian population of the United States. The average per capita sales within the Census regions ranged from \$1,005 per person in the South to \$1,422 in the West. Comparisons of per capita sales for all retail stores and for selected major kind-of-business groups are shown below and on the following page.

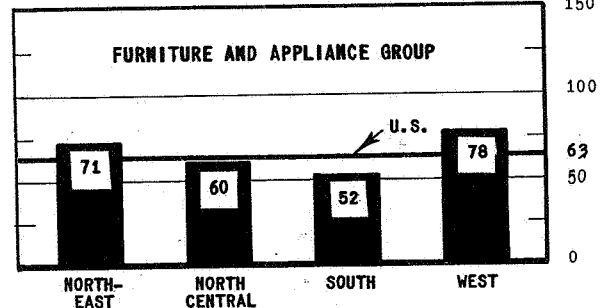
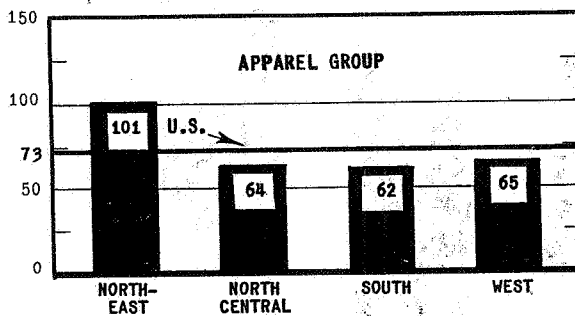
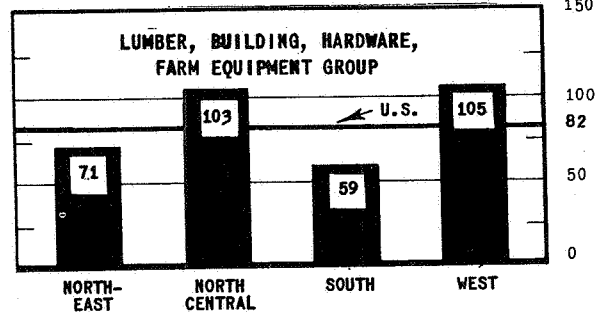
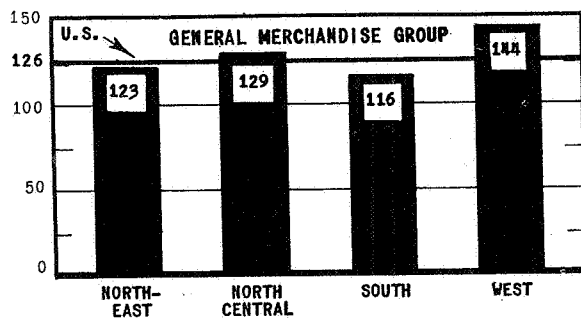
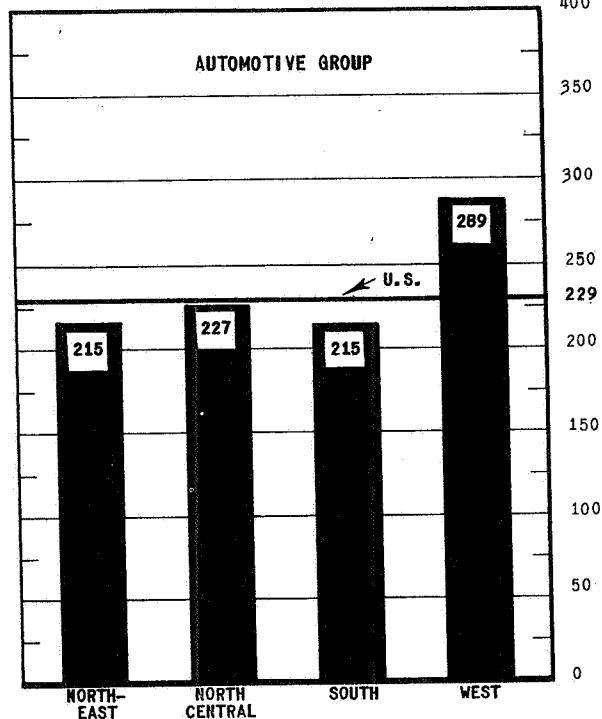


PER CAPITA SALES OF RETAIL STORES BY CENSUS REGIONS¹ 1957
SELECTED KIND-OF-BUSINESS GROUPS

Dollar Sales
Per Person



Dollar Sales
Per Person



¹1957 annual retail sales estimate divided by preliminary civilian population estimate for July 1, 1957.

Table 1. ESTIMATED SALES OF ALL RETAIL STORES--UNITED STATES AND CENSUS REGIONS, BY KIND OF BUSINESS: 1957

Kind of business	Sales (Millions of dollars)					Percent distribution by region			
	United States	Census regions ¹				Northeast	North Central	South	West
		Northeast	North Central	South	West				
United States, total.....	200,002	52,989	60,421	52,061	34,531	27	30	26	17
Food group.....	47,786	13,277	13,746	12,391	8,372	28	29	26	17
Grocery stores ²	42,444	10,677	12,309	11,655	7,803	25	29	28	18
Eating and drinking places.....	14,785	4,833	4,486	2,865	2,601	33	30	19	18
General merchandise group.....	21,156	5,195	6,473	6,000	3,488	25	31	28	16
Apparel group.....	12,279	4,286	3,201	3,214	1,578	35	26	26	13
Furniture and appliance group.....	10,586	2,978	3,034	2,678	1,896	28	29	25	18
Lumber, building, hardware, farm equipment group.....	13,792	2,998	5,187	3,067	2,540	22	38	22	18
Automotive group.....	38,591	9,054	11,403	11,121	7,013	23	30	29	18
Gasoline service stations.....	15,070	2,760	5,301	4,151	2,858	18	35	28	19
Drug and proprietary stores.....	6,324	1,560	1,879	1,787	1,100	25	30	28	17

¹ For States comprising the Census regions see page 13.² Includes data for grocery stores with and without fresh meat.

NOTE: Totals include kinds of business not shown separately.

Measures of sampling variability are provided on page 14.

Table 2. ESTIMATED SALES OF RETAIL STORES OF ORGANIZATIONS OPERATING 11 OR MORE RETAIL STORES--UNITED STATES AND CENSUS REGIONS, BY KIND OF BUSINESS: 1957 AND 1956

Kind of business	(Millions of dollars)											
	United States			Census regions ¹								
				Northeast			North Central			South		
	1957	r 1956	Percent change 1957 from 1956	1957	r 1956	Percent change 1957 from 1956	1957	r 1956	Percent change 1957 from 1956	1957	r 1956	Percent change 1957 from 1956
United States, total ²	41,902	39,755	+5	12,148	11,584	+5	12,547	11,909	+5	10,715	10,153	+6
Food group.....	18,221	16,636	+10	5,997	5,573	+8	5,293	4,840	+9	4,480	4,059	+10
Grocery stores ³	17,377	15,894	+9	5,612	5,213	+8	5,040	4,609	+9	4,361	3,958	+10
Eating and drinking places.....	868	822	+6	386	369	+5	217	208	+4	184	168	+10
General merchandise group.....	13,091	12,805	+2	3,221	3,106	+4	4,022	3,983	+1	3,535	3,440	+3
Department stores, dry goods and general merchandise stores.....	8,961	8,784	+2	2,148	2,046	+5	2,705	2,693	0	2,353	2,301	+2
Variety stores.....	2,666	2,619	+2	834	828	+1	766	754	+2	741	723	+2
Apparel group.....	2,696	2,616	+3	887	872	+2	727	698	+4	648	633	+2
Men's, boys' clothing, furnishings stores....	229	215	+7	85	83	+2	62	58	+5	47	43	+9
Women's apparel and accessory stores ⁴	1,142	1,092	+5	319	303	+5	327	303	+8	292	288	+1
Women's ready-to-wear stores.....	1,064	1,021	+4	289	278	+4	308	286	+8	268	264	+2
Shoe stores.....	802	770	+4	276	270	+2	218	211	+3	176	167	+5
Furniture and appliance group.....	924	953	-3	280	274	+2	214	219	-2	277	304	-9
Tire, battery, accessory dealers.....	816	764	+7	138	128	+8	233	225	+4	343	316	+8
Other retail stores.....	3,254	3,142	+4	944	957	-1	950	862	+10	822	800	+3
Drug and proprietary stores.....	1,031	944	+9	147	140	+5	406	375	+8	289	263	+10
Liquor stores.....	951	922	+3	331	315	+5	238	235	+2	238	230	+4

r Revised. See explanation on page 12.

¹ For States comprising the Census Regions, see page 13.² Includes major kind of business groups not shown separately.³ Includes data for grocery stores with and without fresh meat.⁴ Includes data for women's ready-to-wear; other apparel, accessory, specialty stores; and furriers.

NOTE: Group totals include data for kinds of business not shown separately.

Merchandise Inventories

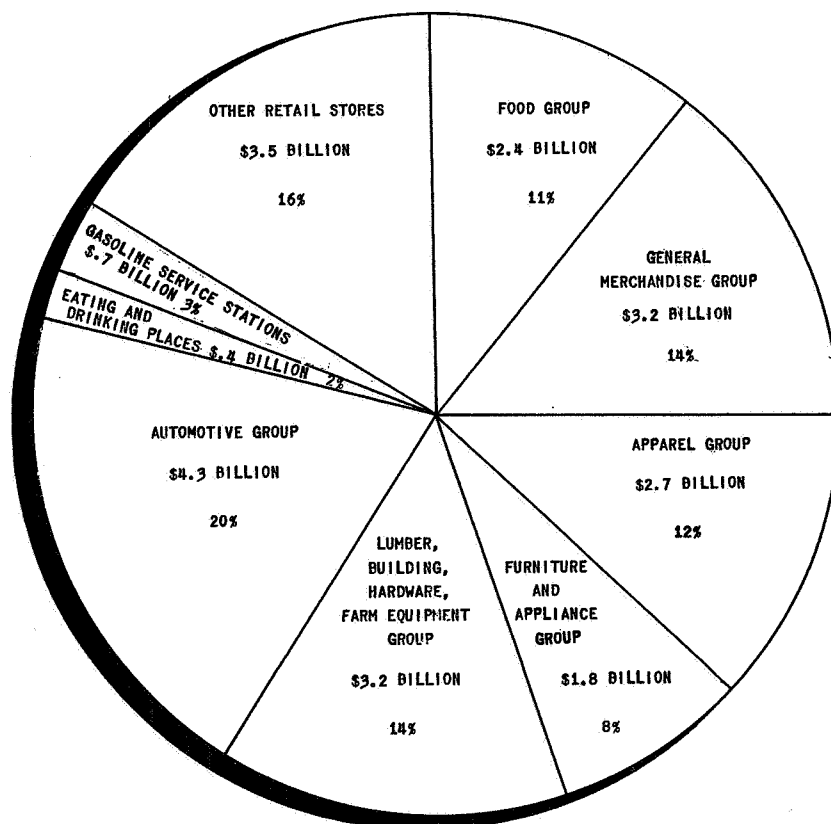
Merchandise inventories of all retail stores in the United States, valued at cost, amounted to \$22.3 billion on December 31, 1957, an increase of 6 percent from December 31, 1956. Inventories on hand in warehouses of large retail multiunit organizations at the end of 1957, amounting to \$1.1 billion, showed little change from the previous year's level.

Inventories in the automotive group increased \$1.3 billion from year-end 1956 to a peak \$4.3 billion.

Passenger car dealer inventories accounted for 17 percent of the dollar volume of retail inventories, compared with 14 percent at year-end 1956.

Merchandise inventories in Group II stores (retail stores of organizations operating 11 or more retail stores) amounted to \$3.6 billion, an increase of 4 percent from year-end 1956. Inventories of stores in the general merchandise group accounted for 47 percent of the total Group II stores inventories.

**DISTRIBUTION OF YEAR-END 1957 RETAIL STORE INVENTORIES
BY KIND OF BUSINESS GROUP**



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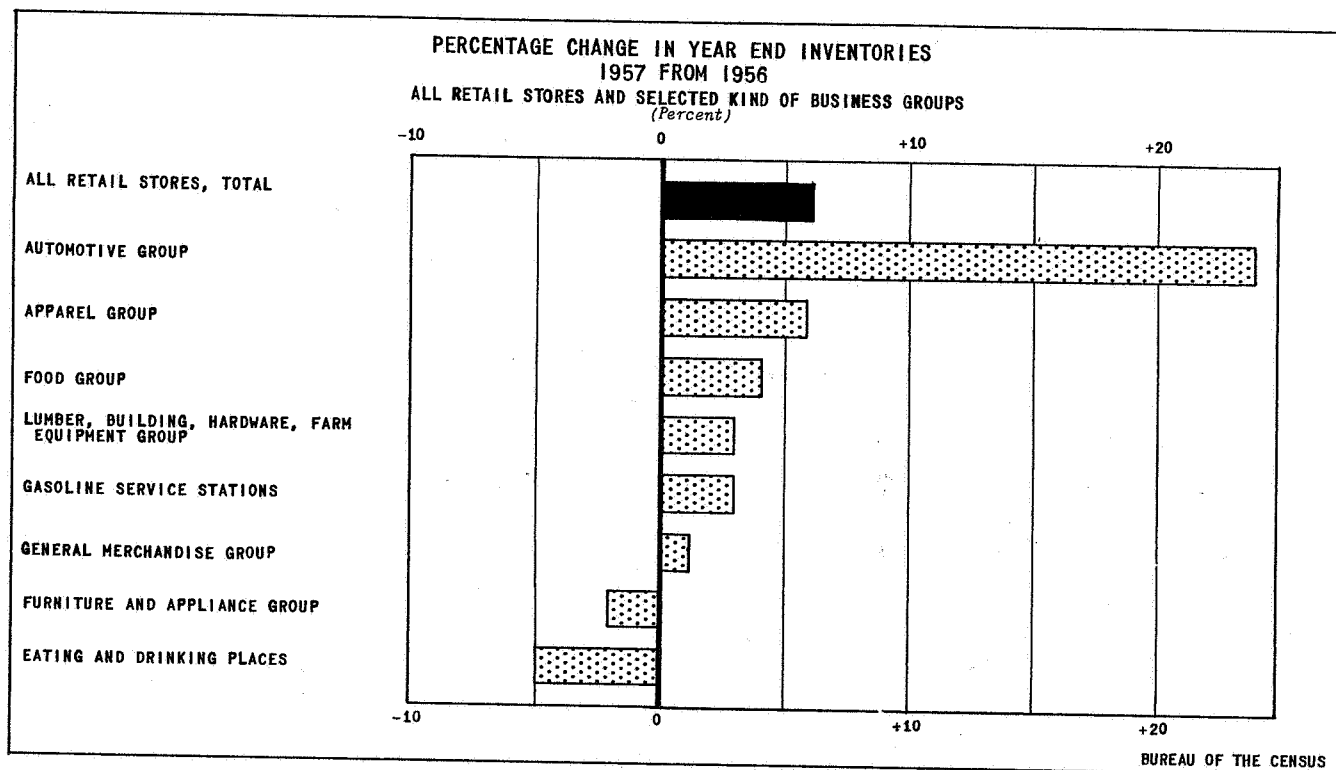


Table 3. MERCHANDISE INVENTORIES OF RETAIL STORES—UNITED STATES, BY KIND OF BUSINESS: DECEMBER 31, 1957 AND DECEMBER 31, 1956
Estimated volume for retail stores and warehouses of multiunit organizations

(Millions of dollars)										
Kind of business	Merchandise inventories, at cost, December 31									
	All retail stores		Retail stores of organizations operating				Warehouses of organizations operating 11 or more retail stores			
			4 or more retail stores	11 or more retail stores						
	1957	Percent change	1957	1957	1956	Percent change	1957	1956	Percent change	
United States, total.....	22,335.0	+6	4,463.4	3,597.5	3,417.4	+4	1,086.3	1,059.5	+	
Food group.....	2,378.5	+4	706.2	614.1	551.8	+11	475.1	457.1	+	
Grocery stores ²	2,205.2	+4	676.3	592.3	529.0	+12	455.0	436.5	+	
Eating and drinking places.....	412.6	-5	17.1	13.8	14.4	-1	10.4	9.9	+	
General merchandise group.....	3,240.8	+1	1,918.2	1,666.5	1,657.7	+1	193.8	183.3	+	
Department stores and dry goods, general merchandise stores.....	2,154.5	0	1,263.9	1,048.1	1,058.2	-1	146.4	141.1	+	
Department stores.....	1,554.7	n.a.	1,060.8	890.7	907.2	-2	128.2	122.1	+	
Variety stores.....	616.3	+3	411.3	391.6	373.7	+5	46.5	41.3	+1	
Mail order (department store merchandise).....	228.1	+1	(4)	(4)	(4)	-	-	-	-	
Apparel group.....	2,738.5	+6	559.4	425.5	399.3	+7	63.8	63.7	+	
Men's, boys' clothing, furnishings stores.....	686.7	+4	88.1	60.6	57.8	+5	10.9	13.5	-15	
Women's ready-to-wear stores.....	708.3	+3	137.4	104.6	101.9	+3	9.5	9.0	+	
Shoe stores.....	561.9	+10	208.8	155.6	145.6	+7	27.2	25.0	+	
Furniture and appliance group.....	1,808.5	-2	202.5	112.6	110.5	+2	55.5	50.4	+10	
Furniture, home furnishings stores.....	1,266.8	+1	(3)	37.6	33.6	+12	37.3	32.8	+14	
Furniture stores.....	993.3	-1	(3)	36.5	33.3	+10	18.1	14.3	+27	
Household appliance, radio stores.....	541.7	-8	92.1	75.0	76.9	-2	18.2	17.6	+	
Household appliance dealers.....	411.1	-7	91.0	74.8	76.6	-2	18.1	17.4	+	
Lumber, building, hardware, farm equipment group.....	3,196.4	+3	355.9	253.3	255.5	-1	49.4	49.4	0	
Lumber yards, building materials dealers, paint, plumbing, electrical stores.....	1,428.6	+5	239.0	168.4	171.5	-2	11.4	11.0	+	
Lumber yards, building materials dealers.....	1,200.6	+7	194.6	133.2	139.7	-5	6.3	6.2	+	
Hardware stores.....	824.0	-2	74.5	61.0	64.0	-5	31.8	31.5	+	
Farm equipment dealers.....	943.8	+4	(3)	23.9	20.0	+20	6.2	6.9	-10	
Automotive group.....	4,340.5	+24	235.4	(4)	(4)	-	31.1	27.3	+14	
Passenger car dealers, other automotive dealers.....	3,984.5	+26	(3)	(4)	(4)	-	-	-	-	
Passenger car dealers.....	3,773.9	+26	(3)	(4)	(4)	-	-	-	-	
Tire, battery, accessory dealers.....	356.0	+3	159.3	147.5	128.7	+15	31.1	27.3	+14	
Gasoline service stations.....	672.1	+3	(3)	(4)	(4)	-	14.5	12.2	+19	
Other retail stores.....	3,547.1	+1	430.0	293.6	271.4	+8	192.7	206.2	-7	
Drug and proprietary stores.....	1,024.9	+7	146.4	124.3	110.4	+13	52.6	48.5	+8	
Liquor stores.....	490.9	+1	100.1	82.7	81.4	+2	81.2	103.7	-22	
Jewelry stores.....	482.0	+1	47.2	32.7	25.5	+28	3.1	2.8	+11	
n.a. Not Available.										

n.a. Not Available.

R. Revised

¹ See page 12 regarding revisions in 1956 data.

² Not shown because of high sampling variability.

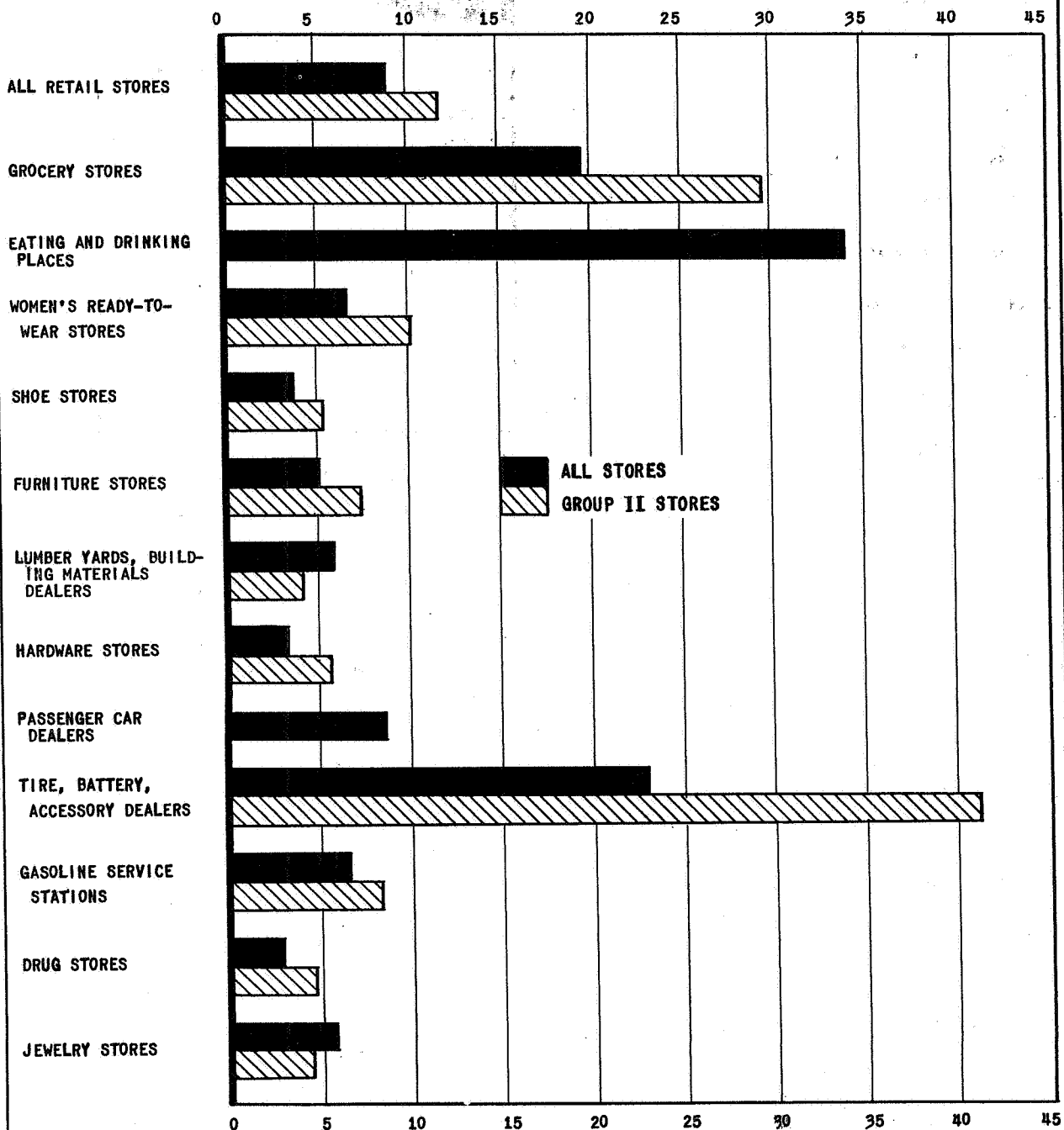
³ Group totals include kinds of business not shown separately.

Measures of sampling variability are provided on page 14.

⁴ Includes data for grocery stores with and without fresh meat.

Withheld to avoid possible disclosure.

**RATIO OF 1957 ANNUAL SALES TO YEAR—
END 1957 INVENTORIES¹
ALL RETAIL STORES AND SELECTED KINDS OF BUSINESS**



¹Inventories at cost value. Data based on establishments in business the full calendar year, except for those Group II establishments which may not have been in operation the entire year. Ratios exclude warehouse inventories of Group II stores.

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Sales-Inventory Ratios

Annual sales for all retail kinds of business combined during 1957 were 8.9 times the cost value of inventories at year-end 1957, compared with a ratio of 9.1 for 1956. The most striking change was noted for the automotive group, which showed a decline in the ratio from 10.1 for 1956 to 8.3 for 1957. Slight changes were experienced by most of the other kind-of-business groups. Among individual kinds of business, the ratios of sales to inventories in 1957 range from 2.7 for jewelry stores to 44.9 for meat and fish markets.

The ratio of annual sales to year-end inventories for large multiunit organizations was 11.8 for 1957,

a slight change from the 11.5 ratio for 1956. Group II stores for most kinds of business showed slight changes in ratios for 1957 compared with 1956. Different trends were noted among the three major kind-of-business groups accounting for the largest dollar volume of inventories of large multiunit organizations. The ratio of annual sales to year-end inventories declined from 30.1 in 1956 to 29.7 in 1957 for Group II food stores. A drop was also noted over this period for the apparel group, from 6.4 to 6.2. On the other hand, the ratio of annual sales to year-end inventories for the general merchandise group rose from 7.6 in 1956 to 7.8 in 1957.

Table 4. SALES-INVENTORY RATIOS OF RETAIL STORES--UNITED STATES, BY KIND OF BUSINESS: 1957 AND 1956
All retail stores and stores of organizations operating 11 or more retail stores
Ratio of annual sales to year-end inventories of retail stores¹

Kind of business	1957		1956		Kind of business	1957		1956	
	Total	Group II stores ²	Total	Group II stores ²		Total	Group II stores ²	Total	Group II stores ²
United States, total.....	8.9	11.8	9.1	11.5	Lumber, building, hardware, farm equipment group..	4.3	4.0	4.5	4.0
Food group.....	20.6	29.7	20.1	30.1	Lumber yards, building materials dealers, paint, plumbing, electrical stores.....	5.7	4.1	5.8	4.2
Grocery stores ³	19.7	29.6	19.3	30.1	Lumber yards, building materials dealers.....	5.6	3.7	5.8	3.8
Meat markets, fish markets.....	44.9	n.a.	44.4	n.a.	Hardware stores.....	3.2	5.5	3.6	5.1
Eating and drinking places.....	34.2	n.a.	31.6	n.a.	Farm equipment dealers.....	3.3	(4)	3.4	(4)
General merchandise group.....	6.8	7.8	6.5	7.6	Automotive group.....	8.3	5.9	10.1	6.5
Department stores and dry goods, general merchandise stores.....	7.3	8.5	6.9	8.2	Passenger car, other automotive dealers.....	8.5	(4)	10.6	(4)
Department stores.....	8.1	8.7	7.6	8.3	Passenger car dealers.....	8.7	(4)	10.9	(4)
Variety stores.....	5.9	6.9	6.0	7.1	Tire, battery, accessory dealers.....	5.7	5.4	5.8	6.0
Mail order houses (department store merchandise)	6.2	(4)	5.9	(4)	Gasoline service stations.....	23.0	41.2	22.1	40.4
General stores.....	5.3	6.7	5.6	6.9	Other retail stores.....	7.5	11.7	7.3	11.6
Apparel group.....	4.6	6.2	4.7	6.4	Drug and proprietary stores.....	6.5	8.3	6.4	8.4
Men's, boys' clothing, furnishings stores.....	3.4	4.0	3.5	4.2	Drug stores.....	6.5	(4)	6.4	(4)
Women's ready-to-wear stores.....	6.6	10.1	6.4	10.0	Liquor stores.....	8.8	13.1	8.5	12.7
Family clothing stores.....	4.8	5.4	4.9	5.9	Jewelry stores.....	2.7	4.6	2.6	4.9
Shoe stores.....	3.7	5.2	3.9	5.3	Feed, farm and garden supply stores.....	12.7	15.8	12.4	14.4
Furniture and appliance group.....	5.7	8.9	5.8	9.1	Cigar stores.....	12.2	14.7	12.0	15.6
Furniture, home furnishings stores.....	5.3	12.4	5.4	13.2	Florists.....	18.0	-	20.7	-
Furniture stores.....	5.0	7.3	5.1	7.7	Fuel and ice dealers.....	17.0	17.6	13.7	17.0
Household appliance, radio stores.....	6.5	6.8	6.8	7.0	Book and stationery stores.....	6.0	48.4	6.5	45.4
Household appliance dealers.....	6.6	6.7	6.9	6.9					

¹ Revised.

n.a. Not available.

² Based only on those firms in business the full calendar year.

³ Stores of organizations operating 11 or more retail stores. Warehouse inventories are excluded. Data for 1956 revised.

⁴ Includes data for grocery stores with and without fresh meat.

⁵ Withheld to avoid possible disclosure.

NOTE: Group ratios include data for kinds of business not shown separately. All Group II stores ratios for 1956 are based on revised data.

Accounts Receivable

Credit sales balances due retail stores from customers totaled \$11.9 billion on December 31, 1957. This figure represented a 4 percent increase over total balances due on the same date a year ago. Of the total accounts receivable, \$7.1 billion (60%) were balances due from charge accounts, those for which full payment was scheduled to be made in 30 days or at the end of the normal billing period. About \$4.8 billion (40%) were balances due from installment accounts, those for which full payment was scheduled to be made in two or more parts. These proportions were virtually unchanged from 1956.

Stores in three of the major kind-of-business groups, general merchandise, furniture and appliance, and lumber, building material, hardware, farm equipment, together accounted for 56 percent of all credit sales balances due retail stores at the end of 1957. The

general merchandise group accounted for the largest single receivables balance with \$2.5 billion, 21 percent of the total, followed by the furniture and appliance and lumber, building, hardware, farm equipment groups with \$2.3 and \$1.8 billions, respectively.

Approximately \$2.7 billion of total receivables due were accounted for by stores of organizations operating 11 or more retail stores. This amount represented an increase of 5 percent from the total reported by these stores for the same period a year ago. The general merchandise group comprised about \$1.4 billion, 52 percent of the 11 or more stores total receivables data. For specific kinds of business, department stores had the largest receivables balances in both the all stores total, with \$2.0 billion (17%), and in the 11 or more stores total, with \$1.1 billion (41%).

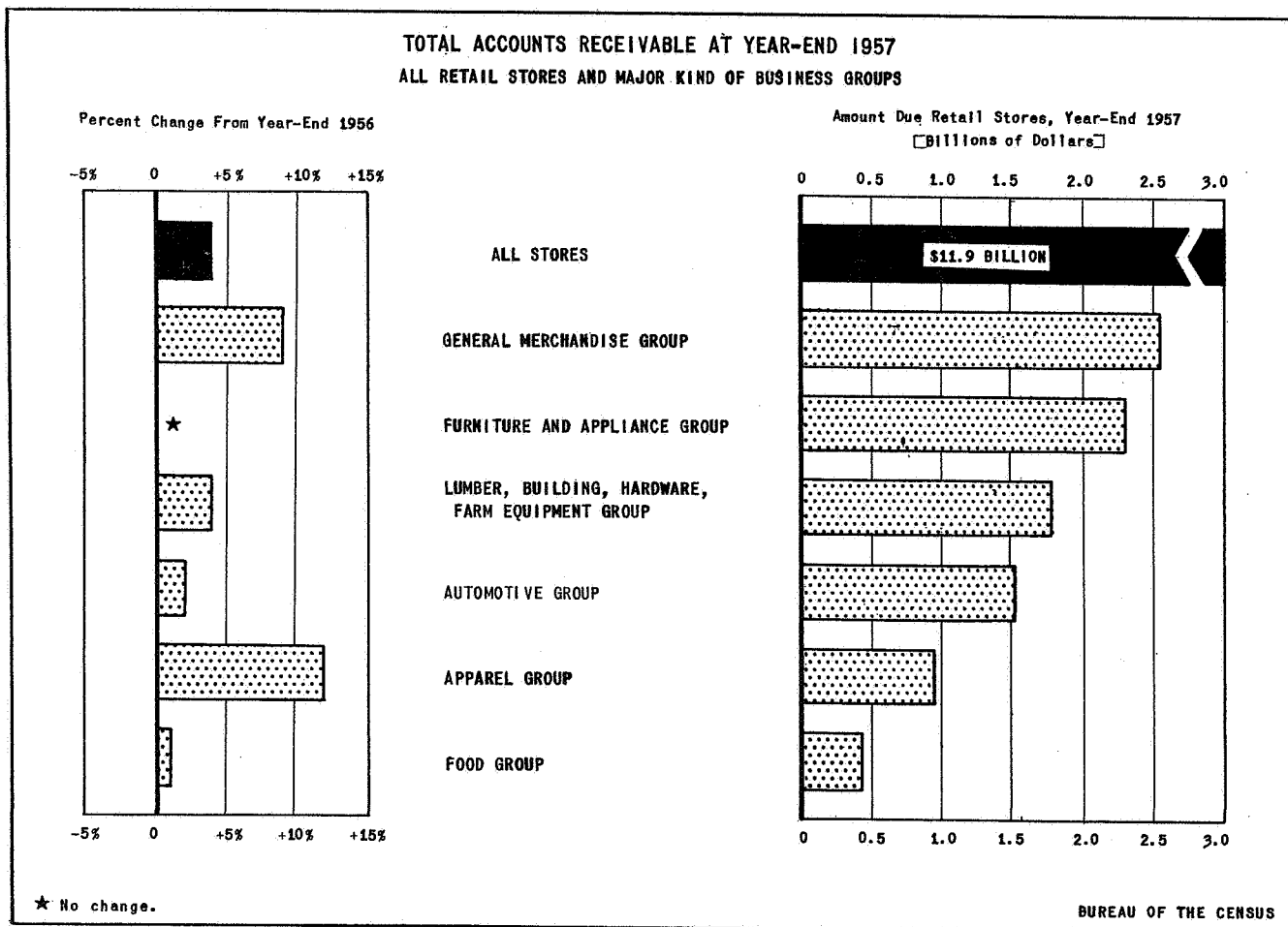


Table 5. ACCOUNTS RECEIVABLE OF RETAIL STORES--UNITED STATES, BY KIND OF BUSINESS: DECEMBER 31, 1957 AND DECEMBER 31, 1956

Estimated volume for all retail stores and for stores of organizations operating 11 or more retail stores

(Millions of dollars)

Kind of business	All retail stores			Group II retail stores ¹		
	Dec. 31, 1957	Dec. 31, 1956	Percent change 1957 from 1956	Dec. 31, 1957	Dec. 31, 1956	Percent change 1957 from 1956
United States, total.....	11,941.9	^r 11,492.2	+4	2,695.1	2,560.7	+5
Food group.....	445.9	^r 441.3	+1	42.0	38.7	+8
Grocery stores.....	365.1	352.1	+4	21.1	18.3	+16
Eating and drinking places.....	56.1	49.8	+13	13.2	11.6	+14
General merchandise group.....	2,540.6	2,339.6	+9	1,428.0	1,330.6	+7
Department stores, dry goods and general merchandise stores.....	2,128.1	1,898.2	+12	1,108.4	1,012.9	+9
Department stores.....	2,005.0	n.a.	-	1,091.1	994.6	+10
Mail order (department store merchandise).....	307.4	307.3	0	(2)	(2)	-
Apparel group.....	982.2	879.2	+12	165.7	156.0	+6
Men's, boys' clothing, furnishings stores.....	205.1	178.7	+15	26.1	24.8	+5
Women's ready-to-wear stores.....	433.0	395.8	+9	66.6	61.9	+8
Furniture and appliance group.....	2,339.7	2,327.7	0	386.7	402.1	-4
Furniture, home furnishings stores.....	1,769.9	1,735.6	+2	184.0	180.7	+2
Furniture stores.....	1,583.2	1,562.9	+1	161.3	155.2	+4
Household appliance, radio stores.....	569.8	592.1	-4	202.7	221.5	-9
Household appliance dealers.....	498.3	504.9	-1	(2)	(2)	-
Lumber, building, hardware, farm equipment group.....	1,793.3	1,724.1	+4	166.1	164.9	+1
Lumber yards, building materials dealers, paint, plumbing, electrical stores.....	1,184.7	1,166.5	+2	115.4	116.6	-1
Hardware stores.....	251.3	258.6	-3	44.4	42.3	+5
Automotive group.....	1,513.7	1,492.1	+2	(2)	(2)	-
Passenger car dealers, other automotive dealers.....	1,143.8	1,129.8	+1	(2)	(2)	-
Passenger car dealers.....	1,091.8	1,081.3	+1	(2)	(2)	-
Tire, battery, accessory dealers.....	369.9	362.3	+2	212.9	212.0	0
Gasoline service stations.....	409.7	380.9	+8	(2)	(2)	-
Other retail stores.....	1,860.7	1,857.5	+2	262.7	229.7	+14
Drug and proprietary stores.....	120.4	101.7	+18	3.7	3.3	+12

^r Revised. See explanation on page 12. n.a. Not available.¹ Stores of organizations operating 11 or more retail stores.² Withheld to avoid possible disclosure.

Measures of sampling variability are provided on page 14.

Table 6. ACCOUNTS RECEIVABLE OF RETAIL STORES, BY CHARGE AND INSTALLMENT ACCOUNTS--UNITED STATES, BY KIND OF BUSINESS GROUP: DECEMBER 31, 1957 AND DECEMBER 31, 1956

Estimated volume for all retail stores and for stores of organizations operating 11 or more retail stores

(Millions of dollars)

Kind of business	Total			Charge accounts			Installment accounts		
	Dec. 31, 1957	Dec. 31, 1956	Percent change 1957 from 1956	Dec. 31, 1957	Dec. 31, 1956	Percent change 1957 from 1956	Dec. 31, 1957	Dec. 31, 1956	Percent change 1957 from 1956
ALL RETAIL STORES									
United States, total ¹	11,941.9	^r 11,492.2	+4	7,100.3	^r 6,796.4	+4	4,841.6	^r 4,695.8	+3
Food group.....	445.9	^r 441.3	+1	428.5	^r 422.2	+2	17.4	^r 19.1	-9
Eating and drinking places.....	56.1	49.8	+13	56.1	49.8	+13	-	-	-
General merchandise group.....	2,540.6	2,339.6	+9	1,077.2	1,010.4	+7	1,463.4	1,329.2	+10
Department stores, dry goods and general merchandise stores.....	2,128.1	1,898.2	+12	1,004.1	923.9	+9	1,124.0	974.3	+15
Apparel group.....	982.2	879.2	+12	766.7	702.1	+9	215.5	177.1	+22
Furniture and appliance group.....	2,339.7	2,327.7	0	765.2	773.0	-1	1,574.5	1,554.7	+1
Lumber, building, hardware, farm equipment group.....	1,793.3	1,724.1	+4	1,535.2	1,501.0	+2	(2)	(2)	-
Automotive group.....	1,513.7	1,492.1	+2	758.3	719.0	+6	755.4	773.1	-2
Other retail stores.....	1,860.7	1,857.5	0	1,314.0	1,254.7	+5	546.7	602.8	-9
RETAIL STORES OF ORGANIZATIONS OPERATING 11 OR MORE STORES									
United States, total ¹	2,695.1	^r 2,560.7	+5	810.9	^r 795.8	+2	1,884.1	^r 1,764.9	+7
Food group.....	42.0	38.7	+8	31.4	29.2	+8	10.6	9.5	+11
Eating and drinking places.....	13.2	11.6	+14	13.2	11.6	+14	-	-	-
General merchandise group.....	1,428.0	1,330.6	+7	360.8	358.8	+1	1,067.2	971.8	+10
Department stores, dry goods and general merchandise stores.....	1,108.4	1,012.9	+9	354.1	352.0	+1	754.3	660.9	+14
Apparel group.....	165.7	156.0	+6	92.0	86.5	+6	73.7	69.5	+6
Furniture and appliance group.....	386.7	402.1	-4	63.4	62.1	+2	323.3	340.0	-5
Lumber, building, hardware, farm equipment group.....	166.1	164.9	+1	125.6	126.8	-1	40.5	38.1	+6
Other retail stores.....	262.7	229.7	+14	67.9	66.4	+2	194.8	163.3	+19

^r Revised. See explanation on page 12.¹ Includes data for kind of business groups not shown separately.² Not shown because of high sampling variability.

Measures of sampling variability are provided on page 14.

Sample Design and Reliability of The Data

Sample design

The sample used for the Annual Retail Trade Report is essentially the same probability sample used by the Bureau of the Census to produce monthly estimates of sales of retail stores which are published in the Monthly Retail Trade Report. The 1957 annual sample consists of the following components:

A. All large organizations--organizations which, in the 1954 Census of Business, were reported as operating 11 or more retail stores in the United States, regardless of location. Stores of these firms are referred to as Group II establishments.

B. All other retail stores--stores of organizations operating 1 to 10 retail stores in 1954, also referred to as Group I stores, are represented by establishments located in 230 Census Sample Areas¹. These Census Sample Areas generally consist of combinations of two or three counties and were chosen randomly (with known probability of selection), one from each of 230 primary strata. Within these 230 Census Sample Areas, the sample consists of:

1. "Large" Group I stores, those stores whose annual sales in 1954 exceeded a designated amount varying by kind of business and Census Sample Area. All of the Group I "large" stores are included in the Bureau's monthly sales survey as well as the annual survey.

2. Group I stores other than the "large" stores described in 1 above ("small" stores and new stores regardless of size) are represented by stores located in a subsample of land segments within the Census Sample Areas. These land segments were selected with known probability and designated in 12 panels so that, in general, a different group of land segments is personally enumerated each month of the year for purposes of the monthly report. The stores located in 3 of these panels (the November, December and January panels) were included in the Annual Survey. In addition, "Special" area segment stores (those having 1954 sales exceeding criteria ranging from \$150,000 to \$300,000 depending on kind of business) were included in the Annual Survey regardless of which of the 12 panels they originally fell into. (These stores are also reported each month for the Monthly Retail Trade Report.)

APPROXIMATE NUMBER OF RETAIL STORES IN THE
1957 ANNUAL RETAIL TRADE SAMPLE

Total	Group II stores	Group I stores		
		"Large" stores	"Special" area segment stores	"Small" stores
121,000	86,000	6,000	6,000	23,000

Sample revision

The monthly retail trade sample was revised effective with data for the month of April 1957. Consequently, the 1957 Annual Retail Trade sample, which is based on the monthly sample, differs from the sample used in prior annual surveys.

¹ Group I stores with sales of \$5 million or more in 1954 are an exception, such establishments being included in the sample, regardless of location.

Major elements of the revision consisted of (a) the removal of milk dealers which pasteurize or bottle, from retail trade, in accordance with the changes in classification made in the Standard Industrial Classification System; (b) a change in the previous classification of certain stores to "department stores," in accordance with findings of the 1954 Census of Business; (c) the change in the Group II definition from organizations with 11 or more retail stores in 1948 to those with 11 or more retail stores in 1954 and; (d) the addition of certain large stores to the sample on the basis of information derived from the 1954 Census of Business. (For a complete discussion of the sample revision, refer to the Monthly Retail Trade Report for January 1958 or subsequent months.)

Except as indicated below for milk dealers, United States estimates for years prior to 1957, for all retail stores and for each kind of business have not been revised, nor is it planned to revise them since the sample change does not provide additional information for any previous period which would improve the totals already published. However, the 1956 estimates of inventories and accounts receivable have been revised to reflect the change in classification removing milk dealers, which pasteurize or bottle, from retail trade. These revisions, which affect the food group and the total for all retail stores, are shown in the table below:

Item	Revised 1956 estimates (Millions of dollars)	
	All retail stores	Food group
Table 2 - Merchandise Inventories.....	21,166	2,286
Table 4 - Accounts Receivable, total..	11,492	441
Charge accounts.....	6,796	422
Installment accounts.....	4,696	19

The reclassification of certain stores to "department stores," in large measure, stores previously included in the "dry goods and general merchandise" category, significantly affected the comparability of the estimates with those for prior years. Consequently, separate figures for department stores and dry goods and general merchandise stores are not available for 1956 and previous years on a basis comparable to 1957. However, statistics for these two groups of stores combined provide reasonably consistent estimates, based on both the old and new methods of classification, and are therefore shown in this report for both 1957 and 1956. Separate figures on end-of-year inventories and accounts receivable can also be shown for department stores for 1957. Since the sample revision occurred in April 1957, however, department store sales figures are not available on a comparable basis for the entire year.

As indicated above, the definition of Group II firms was changed in April 1957 from organizations with 11 or more retail stores in 1948 to those with 11 or

more retail stores in 1954. However, revised 1956 estimates for Group II organizations have been prepared based on 1956 data reported on the 1957 report forms for these organizations and are published in this report. Revised 1956 inventory data for organizations operating 4 or more retail stores are not available on a basis comparable with the 1957 figures shown in Table 2 of this report, nor should the 1957 inventory data for those stores be compared with those published in previous annual reports.

Because of the panel revision in April 1957 it was necessary to compute 1957 regional sales of Group I stores on a different basis than for 1956. Therefore, the regional sales estimates for all retail stores (Group I and Group II stores combined) shown in this report for 1957 are not comparable with data for prior years. Also, for these reasons, estimates for regional sales of all retail stores in 1957 are shown in less detail than for Group II stores alone.

Reliability of the data

Because the estimates obtained are based on a sample, exact agreement is not expected with the results that would be obtained from a complete Census of retail stores in which the same enumeration procedure is used. However, because every retail store in the United States has had a chance of being selected for the sample, and because the probability of selection for each store in the sample is known, it is possible to approximate the sampling variability of the estimates made from the sample.

Approximate measures of the differences which may

exist because of sampling for the 1957 estimates of regional sales, merchandise inventories, and accounts receivables are shown in Tables 7, 8 and 9 on page 14 of this report. The sampling variabilities in Tables 7 and 9 refer only to the 1957 estimates for all retail stores in Tables 1 and 4. Sampling variabilities of the inventory estimates for all retail stores and for stores of organizations operating 4 or more retail stores are presented in Table 8. Measures of sampling variability for sales-inventory ratios of retail stores have not been computed, but, in general, are expected to be less than those for merchandise inventory dollar volume estimates.

The measures of sampling variability shown are at the one sigma level. At this level, the chances are two out of three that the 1957 amounts estimated in this survey would differ from the results of a complete Census using the same enumeration procedure, by less than the percentage shown. Although certain data not expressly shown in this publication may be derived by subtraction, it should be pointed out they are subject to higher sampling variabilities and should not be used in making comparisons.

Measures of sampling variability shown in this report do not include biases which might arise from differences of response or nonreporting. However, the nonreporting bias is probably small since less than 5 percent of the total merchandise inventories and accounts receivable estimates have been imputed because of nonresponse. The sales data are based on monthly estimates which have a nonresponse of about 10 percent on the average.

CENSUS REGIONS			
NORTHEAST REGION	NORTH CENTRAL REGION	SOUTH REGION	WEST REGION
<u>New England Division</u> Maine New Hampshire Vermont Massachusetts Rhode Island Connecticut	<u>East North Central Div.</u> Ohio Indiana Illinois Michigan Wisconsin	<u>South Atlantic Division</u> Delaware Maryland District of Columbia Virginia West Virginia North Carolina South Carolina Georgia Florida	<u>Mountain Division</u> Montana Idaho Wyoming Colorado New Mexico Arizona Utah Nevada
<u>Middle Atlantic Division</u> New York New Jersey Pennsylvania	<u>West North Central Div.</u> Minnesota Iowa Missouri North Dakota South Dakota Nebraska Kansas	<u>East South Central Div.</u> Kentucky Tennessee Alabama Mississippi	<u>Pacific Division</u> Washington Oregon California
		<u>West South Central Div.</u> Arkansas Louisiana Oklahoma Texas	

Table 7. SAMPLING VARIABILITY FOR DOLLAR VOLUME SALES ESTIMATES OF ALL RETAIL STORES*

Kind of business	Sampling variability (percent)					Kind of business	Sampling variability (percent)				
	United States	North-east	North Central	South	West		United States	North-east	North Central	South	West
ALL RETAIL STORES						ALL RETAIL STORES--Continued					
United States, total.....	1	2	1	2	2	Furniture and appliance group.....	3	5	4	6	7
Food group.....	1	1	2	2	4	Lumber, building, hardware, farm equipment group.....	3	5	4	5	8
Grocery stores.....	1	1	2	2	4	Automotive group.....	2	5	4	4	6
Eating and drinking places.....	3	7	4	6	5	Gasoline service stations.....	2	4	4	4	4
General merchandise group.....	1	2	1	3	3	Drug and proprietary stores.....	2	4	4	4	7
Apparel group.....	2	5	4	4	6						

* See footnote at end of Table 9.

Table 8. SAMPLING VARIABILITY FOR MERCHANDISE INVENTORY ESTIMATES OF RETAIL STORES*

Kind of business	Sampling variability (percent)			Kind of business	Sampling variability (percent)		
	All retail stores		4 or more retail stores		All retail stores		4 or more retail stores
	Dollar volume estimate	Year-to-year change	Dollar volume estimate		Dollar volume estimate	Year-to-year change	Dollar volume estimate
United States, total.....	1	1	1	Furniture and appliance group--Continued			
Food group.....	2	2	2	Household appliance, radio stores.....	5	4	3
Grocery stores.....	2	2	2	Household appliance dealers.....	6	4	3
Eating and drinking places.....	5	7	4	Lumber, building, hardware, farm equipment group....	3	2	5
General merchandise group.....	3	3	1	Lumber yards, building materials dealers, paint, plumbing, electrical stores.....	4	3	6
Department stores, dry goods and general merchandise stores.....	2	-	2	Lumber yards, building materials dealers.....	5	4	7
Department stores.....	2	-	2	Hardware stores.....	5	3	7
Variety stores.....	3	2	2	Farm equipment dealers.....	8	3	-
Mail order (department store merchandise).....	0	-	-	Automotive group.....	3	2	5
Apparel group.....	3	2	3	Passenger car dealers, other automotive dealers...	3	3	-
Men's, boys' clothing, furnishings stores.....	6	3	8	Passenger car dealers.....	3	3	-
Women's ready-to-wear stores.....	5	3	3	Tire, battery, accessory dealers.....	5	3	3
Shoe stores.....	6	4	6	Gasoline service stations.....	4	2	-
Furniture and appliance group.....	4	2	9	Other retail stores.....	2	2	4
Furniture, home furnishings stores.....	5	3	-	Drug and proprietary stores.....	4	2	4
Furniture stores.....	5	3	-	Liquor stores.....	5	2	6
				Jewelry stores.....	7	3	8

* See footnote at end of Table 9.

Table 9.--SAMPLING VARIABILITY FOR ACCOUNTS RECEIVABLE ESTIMATES OF RETAIL STORES*

Kind of business	Sampling variability (percent)						Kind of business	Sampling variability (percent)					
	Dollar volume estimates			Year-to-year change				Dollar volume estimates			Year-to-year change		
	Total	Charge accounts	Install- ments	Total	Charge accounts	Install- ments		Total	Charge accounts	Install- ments	Total	Charge accounts	Install- ments
United States, total....	2	2	2	1	1	2	Furniture,appliance grp.—Con. Household appliance, radio stores.....	5	-	-	4	-	-
Food group.....	4	4	10	4	4	5	Household appliance dlr.	6	-	-	4	-	-
Grocery stores.....	4	-	-	3	-	-	Lumber, bldg., hdwe, farm equipment group.....	4	4	-	4	3	-
Eating, drinking places.....	13	13	-	10	10	-	Lumber yards, bldg. matls. dealers, paint, plumbing, electrical stores.....	5	-	-	4	-	-
General merchandise group....	2	3	2	2	2	2	Hardware stores.....	7	-	-	4	-	-
Dept. stores, dry goods, general merchandise stores	2	4	4	n.a.	n.a.	n.a.	Automotive group.....	4	3	7	4	3	7
Department stores.....	2	2	4	-	-	-	Passenger car dealers, other automotive dealers..	5	-	-	5	-	-
Mail order (department store merchandise).....	0	-	-	0	-	-	Passenger car dealers....	5	-	-	5	-	-
Apparel group.....	5	5	9	4	4	7	Tire, battery, accessory dealers.....	5	-	-	4	-	-
Men's, boys' clothing, furnishings stores.....	9	-	-	6	-	-	Gasoline service stations....	5	-	-	3	-	-
Women's ready-to-wear stores	6	-	-	5	-	-	Other retail stores.....	4	4	4	1	n.a.	n.a.
Furniture, appliance group...	4	5	6	3	4	4	Drug, proprietary stores...	8	-	-	6	-	-
Furniture, home furnishings stores.....	5	-	-	4	-	-							
Furniture stores.....	6	-	-	4	-	-							

* Data on retail stores of organizations operating 11 or more stores are not based on a sample and are therefore not subject to sampling variability.
n.a. Not available.

Explanation of Terms

Retail trade

Includes those establishments primarily engaged in selling merchandise for personal, household, or farm consumption.

Some of the important characteristics of retail trade establishments are: The establishment is a recognizable place of business and is engaged in activities to attract the general public to buy; the establishment buys or receives merchandise as well as sells; the establishment renders services or processes only incidental or subordinate to selling; the establishment is considered retail by the trade. Not all of these characteristics need be present, and some are modified by trade practice. Excluded from retail trade are peddlers and itinerant vendors without an established place of business. Also excluded are places of business operated by institutions and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, and establishments operated by agencies of the Federal Government on military posts, at hospitals, etc.

Retail stores

Separate places of business primarily engaged in selling merchandise at retail.

In addition to those kinds of business readily recognizable as retail stores, such as grocery stores and drug stores, the term retail stores also includes eating and drinking places, gasoline service stations, lumber yards, coal yards, mail-order houses, establishments from which direct selling (house-to-house) is conducted, and establishments which sell merchandise through coin-operated vending machines. Stores with annual sales less than \$500 during the year 1957 were excluded from the tabulations for this report.

Warehouses of firms operating 11 or more retail stores

Warehouses which maintain a supply of merchandise primarily intended for distribution to retail stores within the organization.

Sales

Total receipts from customers during the year after deduction of refunds and allowances for merchandise returned by customers. Receipts from repairs and from other services to customers, sales for resale, and sales taxes and excise taxes are included in the sales data.

The sales figures represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include sales at retail by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade.

Merchandise inventories

Stocks of goods (valued at cost) held for sale through retail stores. Merchandise inventories in warehouses of firms operating 11 or more retail stores are treated separately.

Merchandise inventories exclude the value of fixtures, furnishings, equipment, and supplies used in store and warehouse operations and not held for resale. Inventories were reported as of the close of the calendar years, except for some businesses which used a fiscal year rather than the calendar year for accounting purposes. Data so reported have been accepted and included in the tabulations without adjustment.

Sales-inventory ratio

The relationship of annual sales to December 31 inventories, derived by dividing annual sales by the cost value of year-end inventories.

This sales-inventory ratio is based on data for those stores in operation throughout the full year only, except for the ratios for organizations with 11 or more stores which are derived from annual sales figures containing sales of some stores not in operation the full year. Ratios for organizations with 11 or more stores are based on store inventories only and do not include warehouse inventories.

Accounts receivable

Balances of credit sales due retail stores from customers.

They are shown as receivables outstanding as of the end of the year. Receivables against which the firm may have borrowed are included. However, credit paper discounted or sold to others and accounts actually charged off as bad debts are excluded. Consumer credit paper held by financial institutions and collection agencies is not included.

Charge account receivables--

Receivables outstanding for which full payment was scheduled to be made at the end of the customary billing period.

Installment account receivables--

Receivables outstanding for which payment was scheduled to be paid in two or more parts.

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